

Figure 1

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<b>Data Element Name</b>	Data Element Meaning or Usage			
shopper_id	Unique identifier for the shopper			
income	Shopper's income rounded to the closest \$5000			
age	Shopper's age rounded to the closest \$3000  Shopper's age rounded to the closest multiple of 5  Shopper's gender (M or F)			
gender	Shopper's gender (M or F)			
household	Number of household members			
sales_revenue	Sales revenue contributed by the shopper to the closest \$100_			

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Figure 2

Parameter Purpose	Parameter Name	Parameter Example Value		
Settings	Name	Shopper settings	30	
	Mining function	Prediction - Radial Basis		
		Function	30	
Input data	Input data	Shopper data	-30	
	Optimize mining run for	Time	308	
Mode parameters	Use mode	Training mode	.310	
	In-sample size	2	312	
	Out-sample size	1	314	
	Maximum number of	4	· · ·	
	passes		316	
	Maximum centers	10	318	
	Minimum region size	5	ક્ટ	
	Minimum passes	2	328	
Input fields	Active fields	income, age, gender	324	
	Supplementary fields	household	326	
	Prediction field	sales_revenue	328	
Quantiles	Generate quantiles	No	330	
Output fields	Output fields	shopper_id	33	
	Predicted value field	Predicted sales_revenue	334	
	name	T	) )	
Output data	Output data	Output sales_revenue	336	
Results	Results name	Prediction model for	3 3 8	
		sales_revenue	<b>35</b> 8	
	If a result with this name	True	34.	
	exists, overwrite it	T	ノマ	

Figure 3

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shopper_id	income	age	gender	household	sales_revenue
10,001	50,000	35	M	3	2,500
10,002	35,000	30	F	2	1,000
10,003	95,000	50	M	4	5,000
10,004	25,000	25	M	1	0
10,005	75,000	40	F	4	3,300
10,006	30,000	30	F	2	1,200
10,007	45,000	35	M	3	2,400
10,008	90,000	50	M	4	4,500
10,009	70,000	40	F	4	3,000
10,010	60,000	60	F	3	1,500



Figure 4